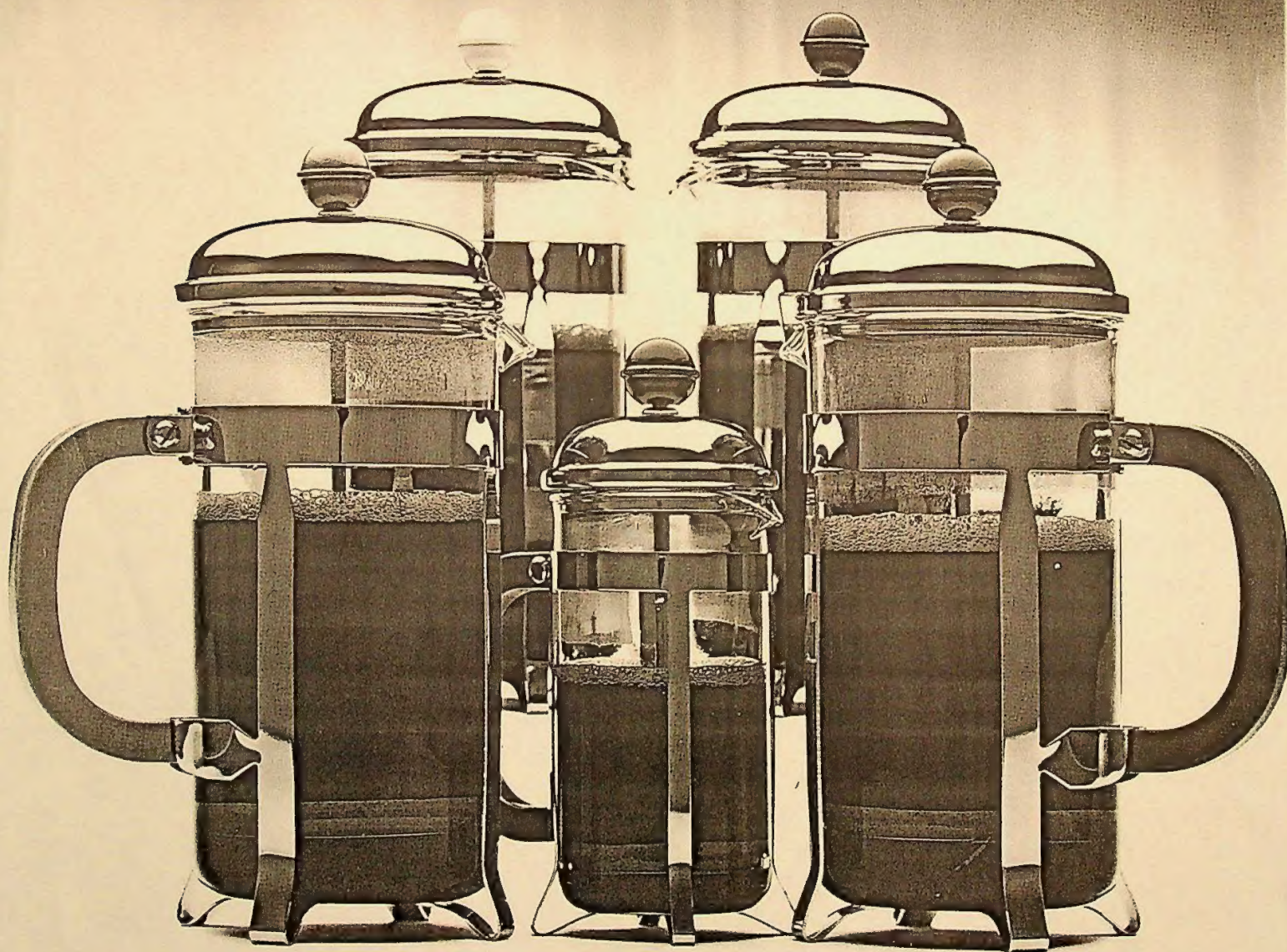


47/318

The French Press Coffee Maker

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BLUE CHEESE AT TEATIME



BY OLWEN WOODIER

Many writers have waxed poetic over the delights of cheese. But could their pleasure ever equal, I wonder, mine as I recall the virtues of the incomparable blue-veined cheeses—French Roquefort, English Stilton, and Italian Gorgonzola—that I first learned to love as a child. Growing up in Cheshire, England, I was introduced to such stalwarts at a very early age. My mother, a farmer's daughter, had often made cheeses from the rich Cheshire milk, and it was common opinion that Father was never so mellow as when presented with a glass of Port and a slice of Stilton.

When I moved to a village in northern Westchester County, New York, more than a decade ago, it was with glad heart that I discovered the local cheese shop (run at that time by an English lady and her partner), which stocked just about all the British cheeses—including one of the mellowest and richest Stiltons I

had ever tasted—almost perfect Roquefort, and superb Gorgonzola. I was not disappointed when I took a bite from the moist center of my first Stilton purchase there (only too often have I suffered a dry, yellow center elsewhere), which immediately transported me back to childhood.

On those bygone Saturday afternoons, Father would drive us to nearby Chester and its large covered market, where one could buy anything from exotic food to fabric remnants. Once inside, we would gaze, transfixed, at the fresh-plucked, pink turkeys and geese and at the pheasants and rabbits hanging by their feet. Dragging our own feet over the sawdust, we would make for the vegetable stall, the strong smell of just-picked celery and small white onions luring us on.

When these purchases were in order we would walk over to our favorite stall of cheeses. Here we would also buy our loaves of bread, farm-churned butter, and pickled onions, all of which

Continued on page 266

D7/318

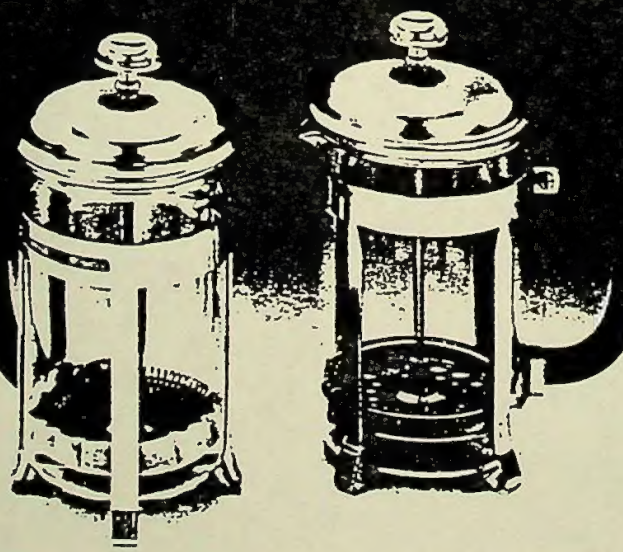
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- Capacity 800 ml. 6 cups.
- Cover + base made by S.S.
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YC 800 G

- Capacity 800 ml. 6 cups.
- Cover + base with golden plated.
- 12 pcs/ctn. 2.7'

YC 1000 S

- Capacity 1,000 ml. 8 cups.
- Cover + base made by S. S.
- 8 pcs/ctn. 3.0'

YC 1000 G

- Capacity 1,000 ml. 8 cups.
- Cover + base with golden plated
- 8 pcs/ctn. 3.0'

Cell Sheet Beverage Servers
KING INSULATED PITCHERS
YN HWANG TAIWAN
PUBLICATION DATE 1990

D7/318



KESTREL COFFEE SET

Susie Cooper
for Susie Cooper Pottery
1932-5

Like Clarice Cliff, the work of Susie Cooper is rooted in the artistic traditions of the Potteries in England. Her Kestrel shape was made by Wood & Sons and decorated in her Burslem studio. It furthers Cliff's geometric style, but Cooper was also a great individualist: Kestrel has a complex surface pattern with sgraffito banding.

AMERICAN MODERN **Russel Wright** **for Steubenville Pottery** 1939

The greatest artistic and commercial success of the USA's best-known tableware designer of the 1940s and 1950s, American Modern remained in production for 20 years. The natural grace and purity of the design revealed Russel Wright's Midwestern Quaker roots and training as a sculptor. The pieces, which are now collector's items, have a flowing quality which escapes stylistic labels. Organic in form, they were first produced in white but later glazed with colours.



STACKING SERVICE

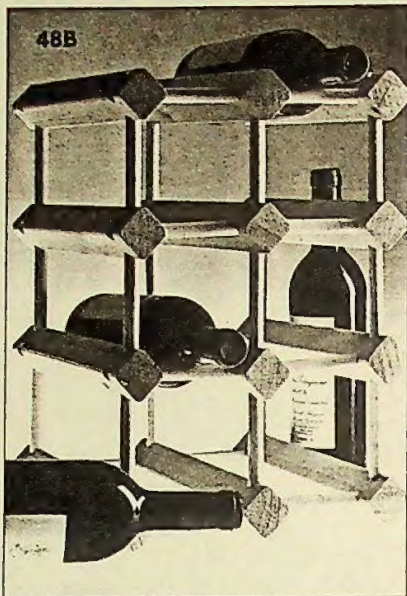
Nick Roericht
for Rosenthal 1959

Each unit in this space-saving German porcelain collective has been designed to fit perfectly with its fellows, anticipating an age of living which storage space would at a premium. Roericht's pursuit of stackability created dual-function vessels (his bowls have spouts for serving and pouring), but also a clarity and beauty in appearance.



D7-318

R T H E G O O D T I M E S



48B

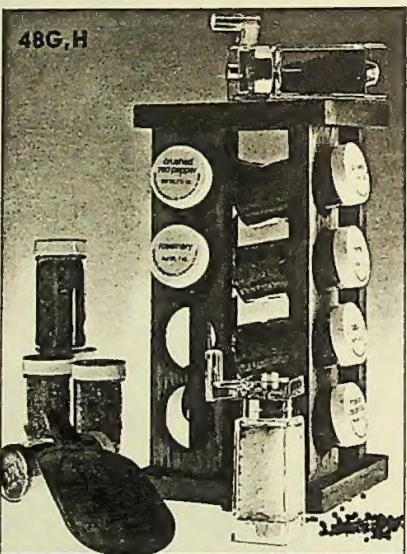


48C

48D



GUESS WHAT?
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BACK!
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SALE
NOW
FOR
10.00!
REG.
25.00
LIMITED
QUANTITIES
AVAILABLE



48G, H



48J

YOUR CHOICE 19.99

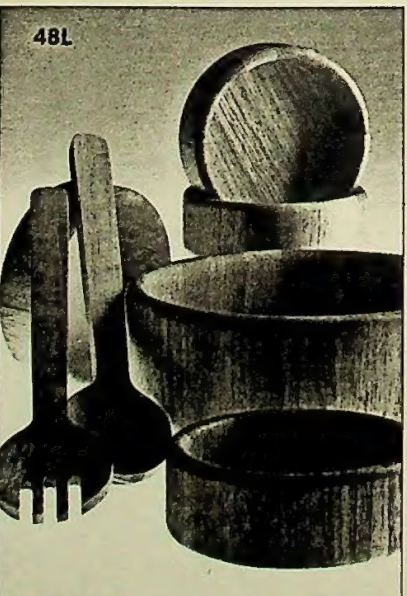
48F. Clearly, a trifle such as yours should be presented in TOSCANY'S Optic trifle set. Includes large pedestal bowl and four individual bowls.

48G. Pine spice rack by KAMENSTEIN holds 16 bottles filled with spices.

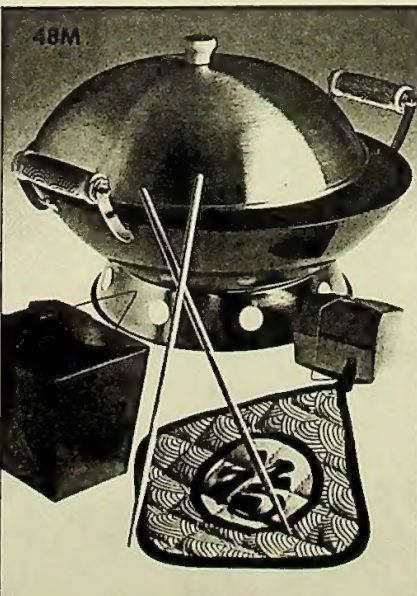
48H. Set of salt and pepper mills by WILLIAM BOUNDS comes in acrylic as shown, or in oak.

48J. Wishes for Double Happiness come from BOSTON WAREHOUSE on a 24-pc. Chinese dinner service for four. It includes four each of entree plate, rice/soup bowl, sauce dish, spoon rest, chopstick rests and four pairs of chopsticks.

Housewares



48L



48M

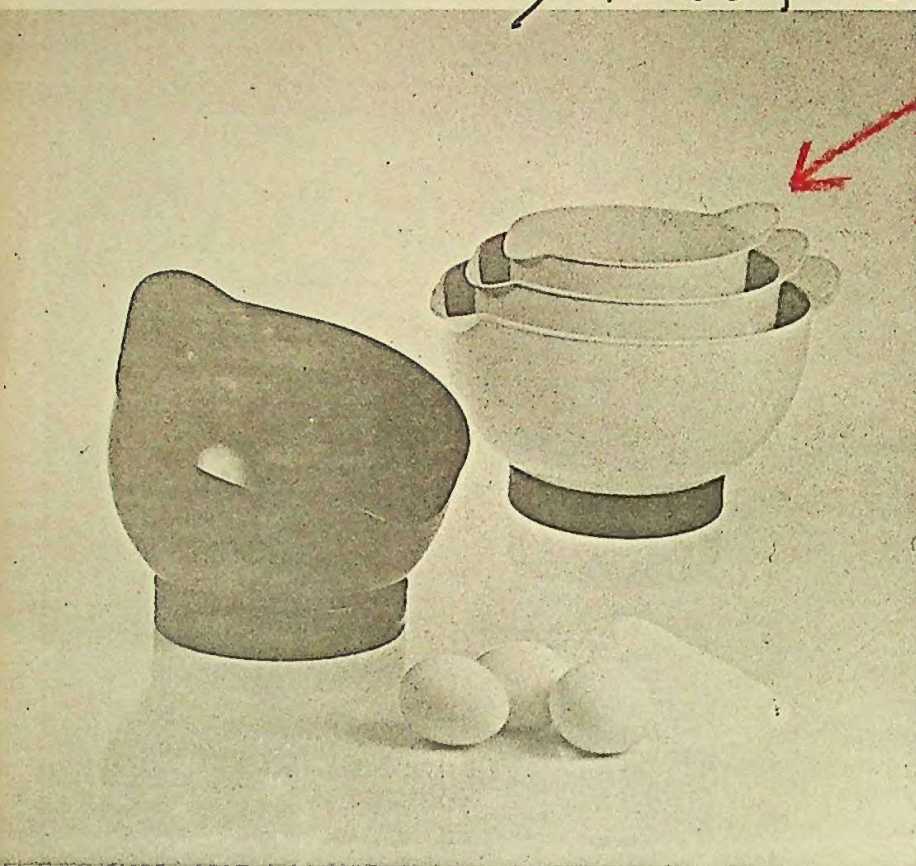
Let us add a designer touch to your gifts with exclusive holiday wraps created by SUSAN CRANE.

WOODIESHOP: The easy way to order by phone. See page 3 for details.

Client
Rosti U.S.A.,
Kenilworth, NJ

Consultant design
Danesco Inc., Kirkland,
Quebec. Koen DeWinter,
design director.

Materials/fabrication
Melamine bowls; anti-slip
rubber rings.



Tip & Mix Bowls

"A NICE IDEA, NICELY SHAPED," WAS THE verdict of the jury regarding the Tip & Mix bowls. As their name suggests, the bowls can be placed on their anti-slip rubber rings and then securely tipped to the perfect mixing position. Pointing out the ribbed handle, Lowe said, "This gives good one-handed balance while you're mixing, and then makes two-handed pouring a bit simpler." The jurors agreed that the attention to design detail was admirable; as Hacher concluded, "This makes a good addition to current kitchen products."

D7/318

INDUSTRIAL DESIGN JULY/AUGUST 1987

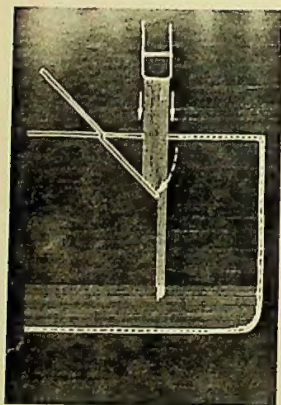
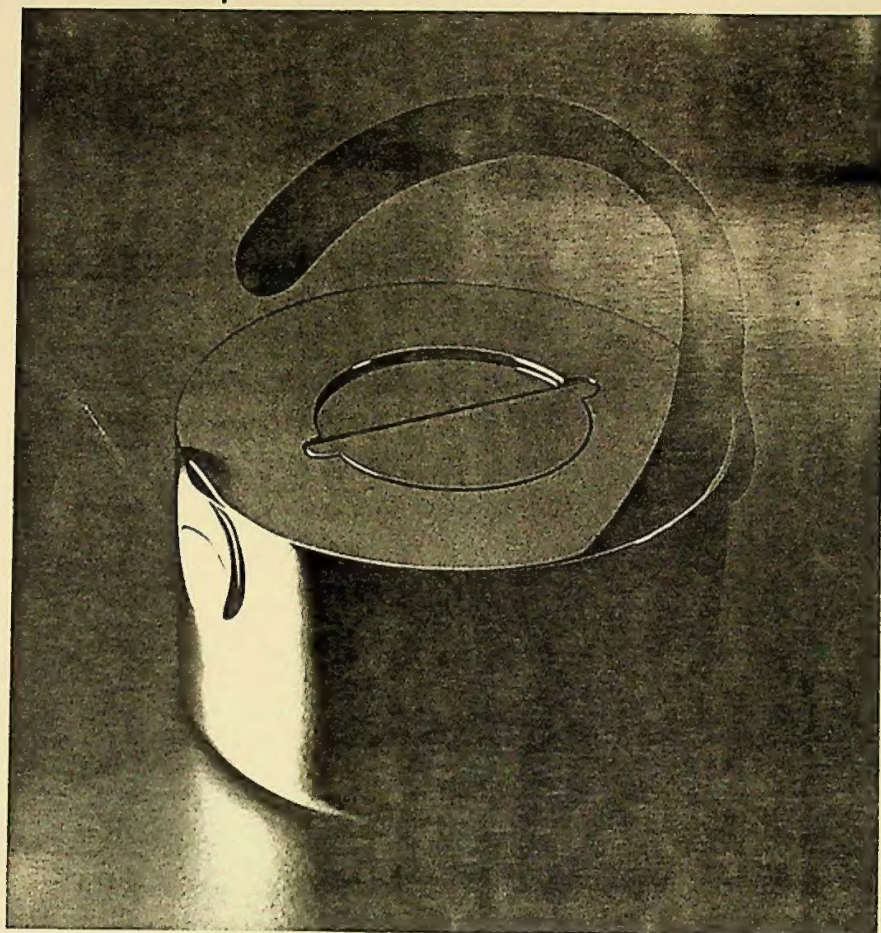
PAGE 86

Client
Dansk International De-
signs Ltd., Mt. Kisco, NY

Consultant design
Porcelli Assocs., New
York, NY. V. Lorenzo
Porcelli, designer.

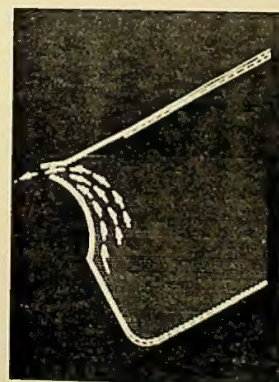
In-house design
Christopher Hacker, vice-
president of design.

Materials/fabrication
Mirror polish stainless
steel and matte black
phenolic.



Dansk Design Kettle

THOUGH THE WATER KETTLE, AS A FORM, has recently received much design attention, jurors agreed that this product was a unique and inventive exploration of the kettle's *function*. Among the innovations that were pointed out was the potential for one-handed filling: the force of the water's flow opens the lid, which then automatically closes when the pressure eases. Another advantage to this integrated design is that it ensures the lid does not fall out when the kettle is being poured. Along with function, the kettle's form was also lauded. Booker admired the curve of the handle, which, she said, "evokes the curving stream of water being poured," while Lowe called the spoutless body "eloquent and lovely." (Hacker, who was involved in the design of the kettle, did not participate in its selection.)



Client
Dansk International Designs Ltd., Mt. Kisco, NY

Consultant design
Porcelli Assoc., New York, NY. V. Lorenzo Porcelli, designer.

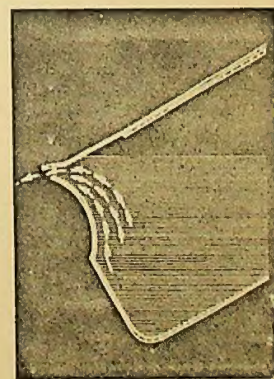
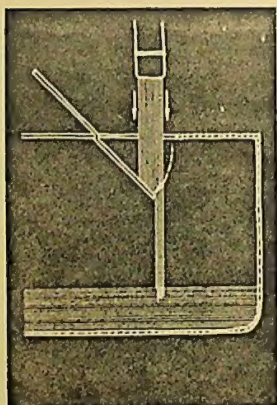
In-house design
Christopher Hacker, vice-president of design.

Materials/fabrication
Mirror polish stainless steel and matte black phenolic.



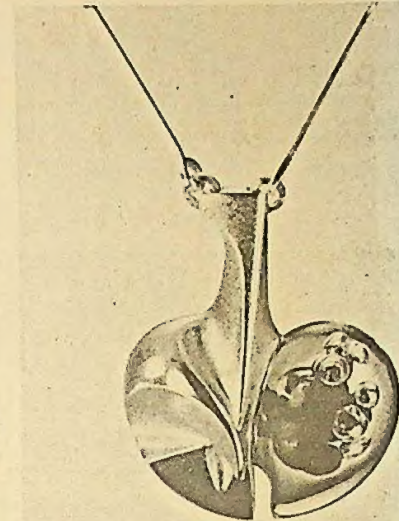
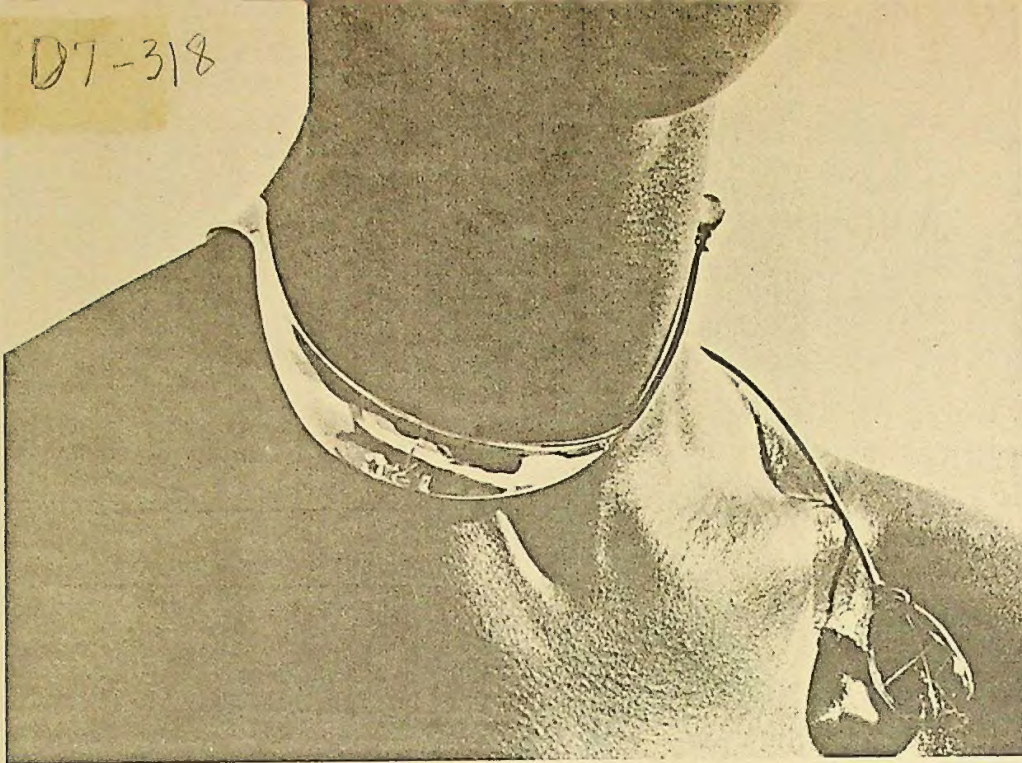
Dansk Design Kettle

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07-318

Weltraumapfel, Hängeschmuck,
Sterlingsilber und Acryl, 1975 von
Lapponia Jewelry Oy, Helsinki,
Design: Björn Weckström;
Lunningpreis 1968



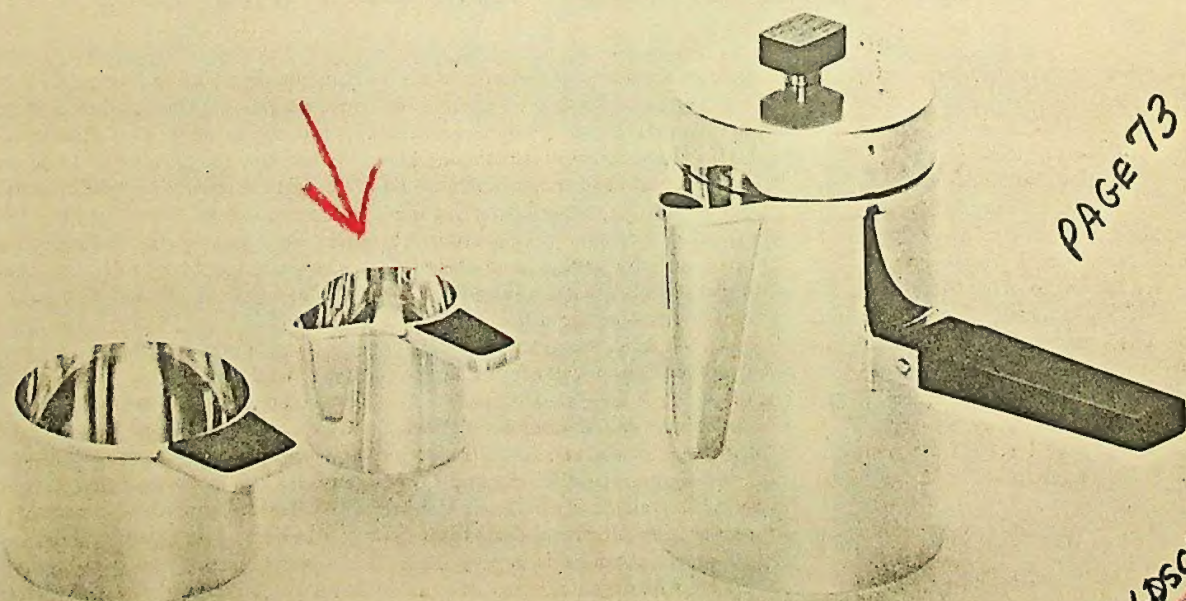
Äußerst anziehend waren die Schalen und Teller der Norwegerin Grete Prytz-Kittelsen, die feingeformt und phantasievoll mit transparentem weiß- und graugelbem Emaille auf unterliegenden, geätzten Mustern dekoriert waren. Eine dazu beitragende Ursache, daß ihr Landsmann, der vielseitige Tias Eckhoff, 1953 den Lunningpreis erhielt, war das Silberbesteck „Cypress“ des Künstlers. Das klassisch elegante, funktionelle Eßbesteck wird immer noch von Georg Jensen in Kopenhagen hergestellt. Die

Schwedin Torun Bülow-Hübe ist wohl bekannt für ihre anatomisch körperfreundlichen Schmuckstücke. Das raffiniert skulpturale gibt den Schmuckstücken einen ganz besonderen Anstrich. 1960 wurde dem finnischen Edelschmied Bertel Gardberg der Goldene Ehrenring für Goldschmiedekunst verliehen. Er hat die etwas strenge, zurückhaltende Attitüde seines Landes in seine Formsprache aufgenommen und seinen Korpusarbeiten Charakter und Schönheit gegeben. Sein ebenso berühmter Landsmann Björn

Weckström hat durch Einbezug der Oberflächenstruktur in seine Schmuckgestaltungen Originalität mit Gefühl für die Eigenart des Edelmetalls vereint. In einer späteren Periode arbeitet Weckström mit einer klaren, ausdrucksstarken skulpturalen Formgebung wie im Anhänger „Weltraumapfel“ von 1975.

Die Ausstellung im Nationalmuseum beweist, daß alle Preisträger innerhalb der verschiedenen kunsthandwerklichen und kunstindustriellen Fächer würdige Träger des Lunningpreises sind.

Mokkaservice,
Sterlingsilber und
Palisanderholz,
1957, Lunning-
preis 1961



PAGE 73

MAY, 1987

GOLDSCHMIEDE
ZEITUNG

Housewares

HFD

TOP RIGHT
PANEL

4/7/86 mtd

APRIL 7, 1986

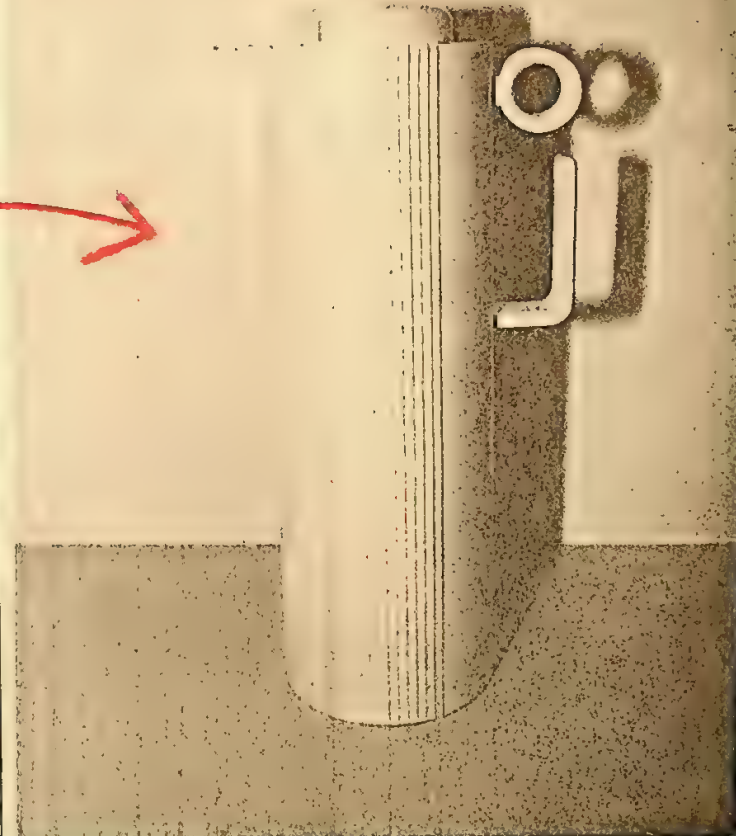


PAGE 160



You'll delight in the colorful exuberance of STRAWBERRY TIME from our Province Collection. See this and more new dinnerware excitement at our show booths #5234-5235-5236-5237.

epocha Noritake company



Stays warm

The Embassy thermal carafe is glass lined to keep beverages hot or cold up to 10 hours. The carafe has a 1-liter capacity and comes in four colors. Retails for \$20. From G. L. M. ENTERPRISES, INC., Stamford, Conn.

D7/318 XR

D 7/3/8

OCTOBER, 1985
TABLEWARE
INTERNATIONAL
PAGE 35



Thomas China offer this porcelain nurseryware – together with the appeal of a "grownups" coffee/tea pot! In bright primary colours, it comprises four designs: Farm, Train, Quicky and (above) Numbers Game, and eight pieces including two sizes of plate, beaker and jug.



Honiton Pottery hold the exclusive licensing rights to two childrens' book series, Noddy and King Rollo. Both sets comprise mug, bowl, plates and a two handled mug.



Two new lighting ideas from Park Rose Pottery. Shaped like Teddy Bears clutching honey jars are the "Uplighter", which has a 15 watt bulb shining from the jar (in milky shades of lemon, pink and blue), and a Teddy lampbase. The bears are the latest introductions from a company which has, over the past few years, pioneered a number of new lines such as the "Vase of Light" lighting.



Wayman ceramics make a wide range of ceramic kitchen, table and bathroom accessories which are suitable for either the nursery – or adults wishing to brighten a decor with unusual items. The company hold licenses for two Disney characters (pictured), Pooh Bear and Mickey Mouse.



Wayman also make a large range of ceramics featuring their own design – a Teddy Bear. He appears on such diverse items as a cotton-wool jar and planter. There are 25 products in all in the series.

continued on page 37

D7/318

JULY, 1985

TABLEWARE INTERNATIONAL PAGE 36

Definite trend

Development of neighbourhood community shopping centres is the definite trend for the future of the industry, as typified in a panel of six retail chain executives discussing 'Retail Expansion Plans for Small Centres' at the International Council of Shopping Centres Convention. And Fine tabletop specialty stores are expected to reap the benefits of this trend.

Moderator Malcolm Riley, president, Riley Company, prefaced the panel discussion by telling the SRO crowd that the panelists' companies collective expansion plans through 1987 called for 1,578 new stores, totalling 63 million square feet of retail space comprising a real estate investment of over \$5 billion (£4 billion).

Lee Ludwig, real estate division manager of Safeway Stores, Inc, reported that his company's plans called for the addition of 120 stores nationwide, some of which will be situated in urban areas.

G R Biagi, vice-president, real estate, Lucky Stores, Inc, indicated for the Lucky group of stores (which include Lucky, Food Basket, Eagle, Kash 'N' Karry, Gemco, Kragen & Checker Auto, Hancock Fabrics and Luck Stores) that expansion of existing stores within an operational shopping centre is very appealing.

Even though spot saturation in some markets has been reached, some locations still need to be tended to in order to remain competitive, he emphasised.

Biagi also noted that inflation no longer produces the dollar growth volume per year in some stores needed to cover rising costs. In some cases, especially in oversaturated areas, negative growth figures of 1 to 2 per cent are being shown.

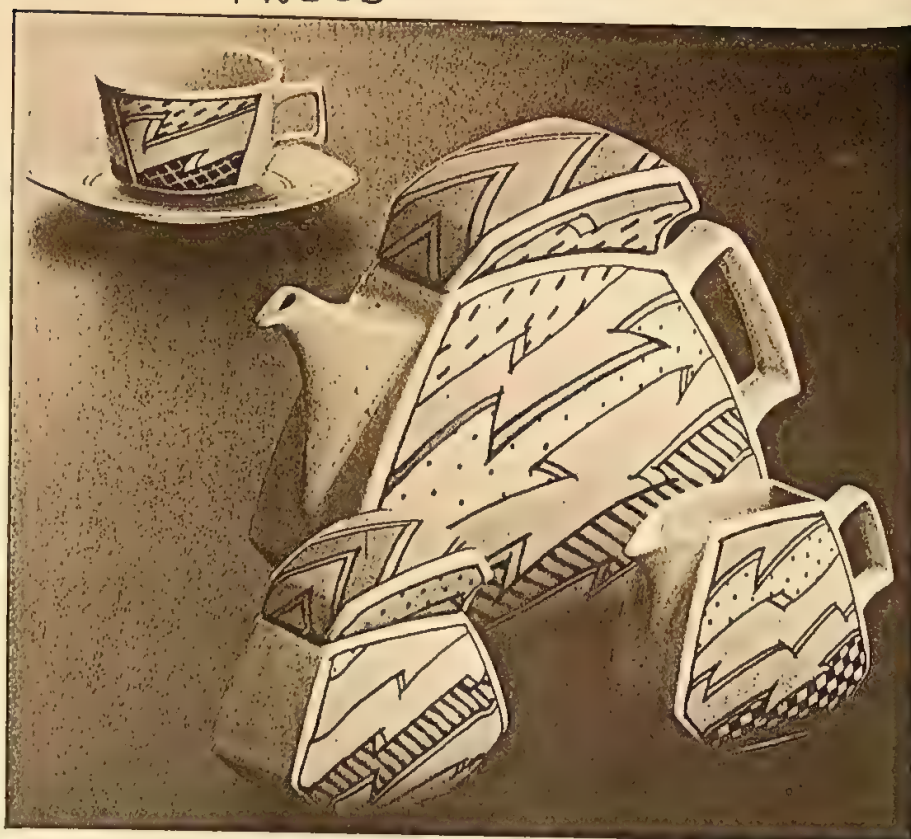
Revco DS, Inc senior vice-president of real estate for Marvin Solganik, commented, 'As the largest drug store chain in the world with over 1,900 stores presently in operation, Revco prefers to locate 140 new yearly additions next to one of the large major chains in a mall or strip centre and have as another neighbour an up-market independent retailer.' He finds this proves extremely good for maximised cross-generation of traffic.

According to Solganik, Revco has branched recently into speciality-type retail operations with the opening of Odd Lot and Get It For Less discount stores.

There are 160 Odd Lot stores being projected for operation by the end of 1985, with a dozen Get It For Less stores also to be on-line by end of 1985.

David Meckler, vice-president of Ross Stores, Inc, a three-year-old apparel store chain, with its 73-stores located in the West Coast Sunbelt, noted, 'Today's customers are the women who make up 50 per cent of the workforce, single-parent households and the 'baby boomer' families with new babies. These customers want convenience and speed of access to their shopping locations in all product categories.'

He feels they patronise the concerned speciality store more frequently than the big department stores, citing in California as an



American Dorothy Hafner designed this unusual tea set, 'Flash'. Born in Woodbridge, Connecticut, she graduated in fine arts at Skidmore College, New York

example, china and tabletop stores. Catering to this desire for speed and convenience is the driving force behind the phenomenal growth seen in the tabletop industry and Ross's in the past five years.

Established locations

'We cater to women because they buy 80 per cent of men's clothing purchased,' he reported, emphasising, 'we usually won't locate a store in an outlet mall project, but prefer established locations.'

Curtis Barlow, assistant director of real estate for Wal-Mart, noted that the 745 Wal-Mart stores nationwide generated over \$6.4 billion (£5.12 billion) in sales in 1984, up 37 per cent from 1983. Accordingly plans call for a 22 per cent increase of total retail space with new openings for expansions in both 1985 and 1986.

'Since Wal-Mart's success has been in developing markets/stores in areas of under 10,000 MSA,' noted Barlow, 'plans for Wal-Mart's future expansion calls for more of the same.'

Prior to 1985, 80 per cent of Wal-Mart Stores were company built; under a new programme for 1986 and beyond, a 50/50 mix of joint development is preferred, he reported.

Barlow revealed that Wal-Mart is going more heavily into new speciality retail stores with the opening of a series of Helen's Arts & Crafts stores, Dot Drug Stores and Sam's Wholesale Club deep discount stores.

T J Maxx, division of Zayre Corp, senior vice-president for real estate, Joseph Birmingham, an off-price chain of 160 apparel stores clustered in a triangle bounded by Colorado, Florida and Maine, noted these stores are usually located in a convenience-type strip centre of 125,000 total square foot, adjacent to a major regional mall and with its tenants largely small service-oriented or speciality stores.

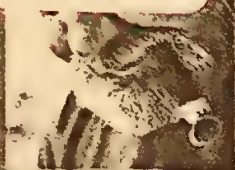
To meet the changing demands of today's consumers, T J Maxx unveiled in late 1984 the prototype of the new look in stores that will eventually replace the existing T J Maxx look.

All panelists agreed the smaller, speed access, conveniently located neighbourhood or community centres are the way of the future, stealing much of the thunder and business away from the larger, more cumbersome regional malls.

Although the well-defined regional mall will still draw a lot of business, the shopping frequency will decline, with the majority of quick shopping trips being taken to the smaller centres, panelists emphasised.

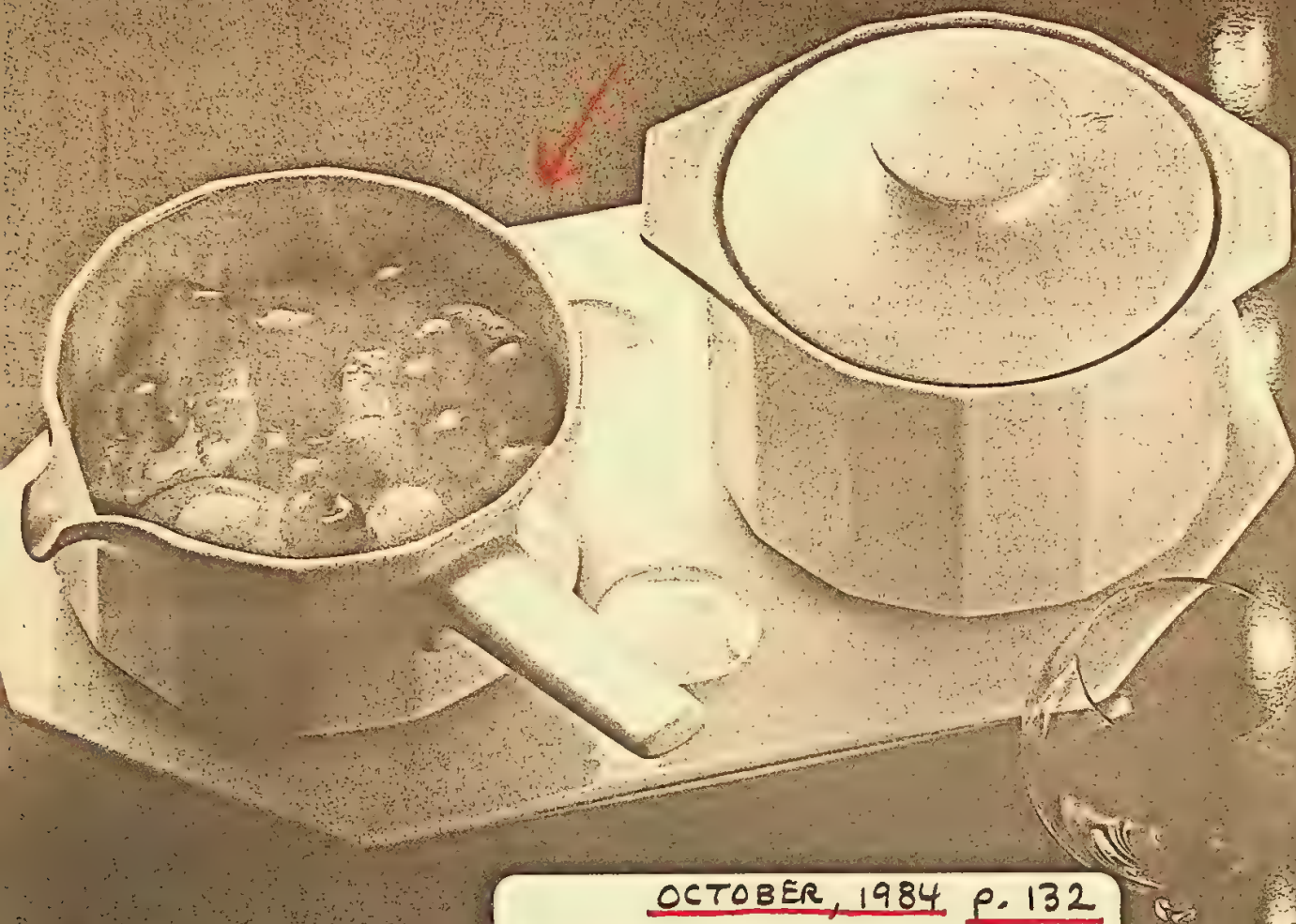
Members of the panel also noted that the speed and service-oriented smaller convenience centres will become profitable havens for the small independent entrepreneurs and true speciality stores whose customer base and livelihood are based upon repeat business and strong loyalty.

D7/318



Ich lasse mich immer wieder inspirieren von der Vielfalt kristalliner Strukturen, wie sie die Natur hervorbringt.

Tapio Wirkkala



OCTOBER, 1984 p. 132
SCHÖNER WOHNEN

»Polygon Gourmet«: Porzellan für das Drei-Sterne-Menü.

»Polygon Gourmet«

Das große Tafelprogramm für den Feinschmecker von heute; mit einer Reihe von Spezialteilen, einige mit Mehrzweckfunktion, mehrere ofen- und flammfest für überbackene Spezialitäten. Ein umfangreiches Programm, das in Zusammenarbeit mit vier Experten der internationalen Gourmet-Szene entwickelt wurde.

0287

Der Entwerfer

Tapio Wirkkala gehört zu den wirklich großen Gestaltern unserer Zeit. Zahlreiche internationale Auszeichnungen und die Ehrendoktorwürde des Royal College of Art, London, bestätigen den weltweiten Ruf des skandinavischen Designers.

»Polygon Gourmet« erhalten Sie in den Rosenthal Studio-Abteilungen des gehobenen Fachhandels und in den Rosenthal Studio-Häusern.

Das Originale unserer Zeit.

Rosenthal

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D7/318

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JUNE 1984

GIFTS & DECORATIVE
ACCESSORIES

P. 233



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The Gift Menagerie

Animal figures are a large segment of the giftware offerings this season. Glass, porcelain and brass are all available for animal-lover collectors, with retail prices from \$24 to \$100 for the items seen on this page.



SEYMOUR MANN'S above, new music box is a cherub on a unicorn. The 7½-inch high piece retails for \$30.



MALECK, above, expands its kingdom with the addition of brass animals imported from the Orient. The snail retails for \$80, pig \$60 and parrot \$40.



FITZ & FLOYD, above, shows Mother Goose earthenware bookends, cookie jars and banks. \$50 for a pair of bookends, \$45 a cookie jar and \$25 a bank.



JACQUES JUGEAT, above, adds the Philippe Dorat limoges porcelain giftware line, retailing from \$7.50 to \$63.



COLONY GLASS, left, adds hand shaped glass animals from Italy. Prices are \$60 for the elephant, \$60 for the bear, and \$70 for the bull and \$65 for the squirrel.

SEC. 3
HFD
P. 2

JUNE 8, 1981



THE HALDON GROUP, right, shows a cow cream pitcher and a covered butter dish. Retails at \$28 for the pitcher and \$20 for the cow butter dish.

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~~D7/64~~ D7/318

FEBRUARY 1, 1980

P. 7

INSTITUTIONS

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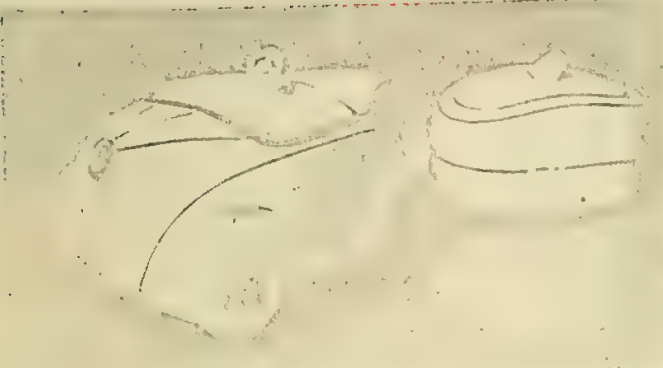
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INSTITUTIONS/7

07/318

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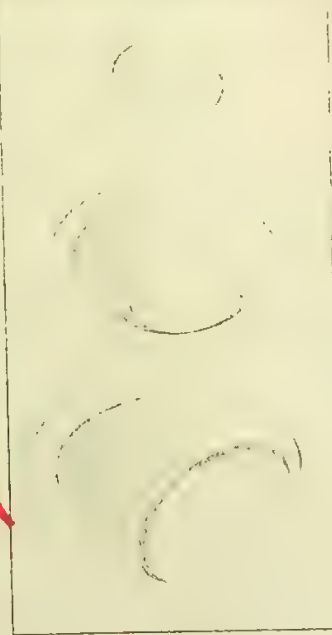
DESIGN, NOV., 1977



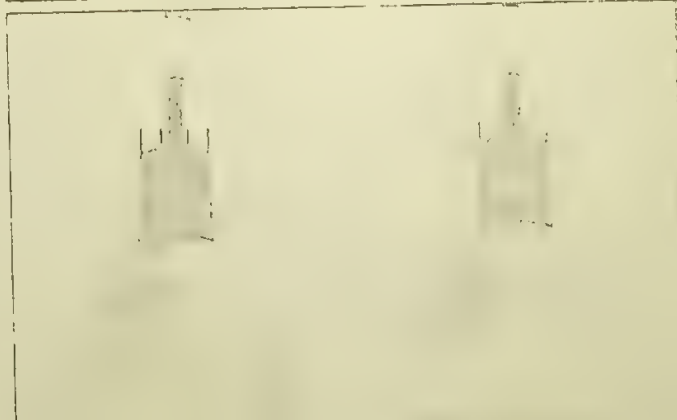
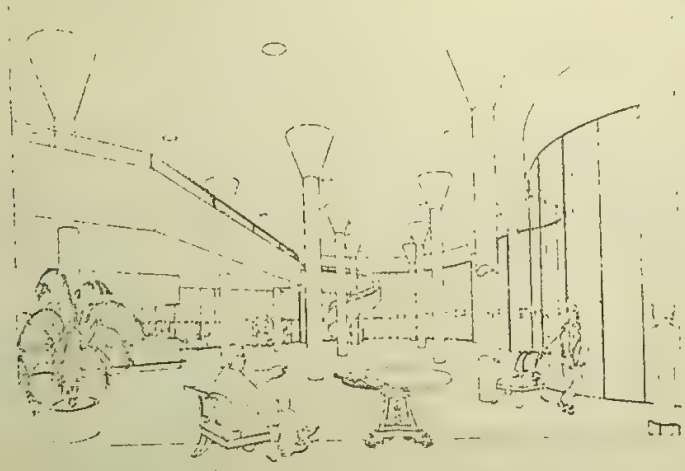
CLOCK WATCHING
There's a conspicuous new clock outside the railway station in the Hague. It is 6m high, and has three faces. The hours are marked in black and white stripes. At night the whole thing is illuminated from within. Maintenance of the mechanism is carried out by opening a trap door in the bottom of the cylindrical clock face. The clock was designed by J W Karman, one of 36 artists invited by the city council and the Dutch railways to send in ideas.



TEA-THINGS
The British Teapot is the name of a new book by Janet Street-Porter. Tea drinking has given rise to craft eccentricities of a high order. The British have poured their favourite beverage out of anything from a 'Brown Betty' to mock cauliflowers, racing cars, ladies in crinolines and space capsules. Street-Porter has gathered together a rich collection. The book is published by Mathews Miller Dunbar and costs £3.95.



HIGHLIGHTS
Concord Lighting has launched some products in its month's 'Interbuild' exhibition in Birmingham. The new 'Cone' range of recessed and track-mounted downlights above below uses a general service lamp less dramatic than spotlighting. The recessed 'Eyeball' lamps fitted with a simple pivot mechanism are designed especially for shallow depth ceiling. Information from Concord at 241 Clive Road, London EC1P 1ET.



D7-318

retailing home furnishings, November 22, 1976—Section 1

NEW YORK — New housewares and small electrics items, ranging from gourmet steam cookers, to frozen dessert makers, were unveiled here last week.

Hitachi Sales Corp. of America, for instance, introduced an automatic steam cooker. Similar in appearance to many crockery cookers, the new Hitachi appliance is expected to retail in the \$49.95 to \$54.95 range in department stores.

The Hitachi steamer, Model FS-

6000, has been designed solely for the American market, a company spokesman said. Hitachi also produces a line of rice steamers similar in design to the FS-6000.

Delivery on the new steamer is immediate.

The Hitachi appliance was exhibited at a press reception in New York. Other items were shown by a visiting Irish businessman, a giftware manufacturer at the New York Accessories Show and a

Brooklyn housewares manufacturer.

In the hot-drink maker field, AET Co. of Dunleer, Co. Louth, Ireland, previewed a specialty water kettle. The high-fashion unit is designed to shut off automatically when water it contains boils below a certain level, and to cut down to a lower heat after coming to a boil. Estimated price point is \$49.95.

AET Co. also plans to introduce

to the American market several other small electrical items, including a combination broiler oven — hot plate (\$80 price point), a counter top stove (\$150 price point) and a panel heater.

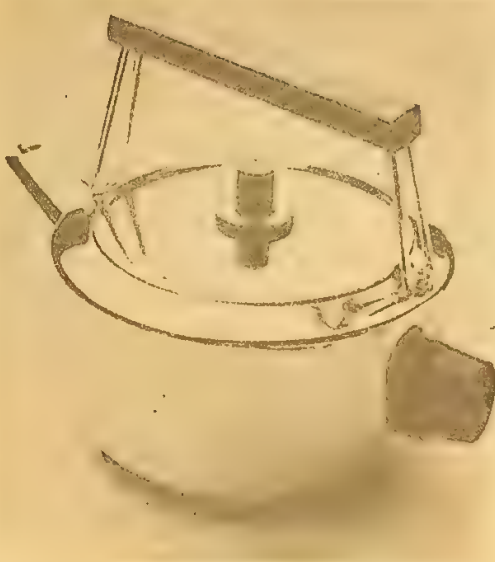
Delivery is uncertain, as AET currently is interviewing distributors.

A line of microwave cookware was unveiled by the Shafford Co., which plans to distribute it through both housewares and china-glass-

giftware areas.

Available in two designs, the microwave cookware is expected to retail for about \$29.95 for a four-piece set. Possible price points on individual pieces range from \$6 for a pair of custard souffle dishes to \$11 each for an oval casserole.

In another area, Eagle Affiliates of Brooklyn introduced a Diet-master frozen dessert maker. Suggested price point for the item is \$15.



NEW ELECTRICS: Among new small electrics are Hitachi's steam cooker, left, and AET's specialty tea kettle.



MICRO COOKING: Microwave cookware, above, is from the Shafford Co. Frozen dessert maker, below, is from Eagle Affiliates, Brooklyn.



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Cotter Purchases The Van Camp Co.

CHICAGO — Cotter & Co. has purchased Van Camp Hardware & Iron Co., Inc. of Indianapolis.

The deal includes Van Camp's inventories, warehouse properties, certain accounts receivable, and other assets. Terms were not disclosed.

Co-Op Stores Get Electronic Cash Registers

DAYTON, Ohio (FNS) — American Hardware Supply Co., Butler, Pa., cooperative wholesale supplier for more than 2,800 independent hardware stores, has started receiving about \$5 million of electronic point-of-sale equipment ordered from NCR Corp. here.

The equipment includes about 1,000 NCR 250 electronic cash registers equipped with magnetic tape cassette recorders to automatically record details of sales.

The electronic cash registers are being installed in member stores in the eastern United States. It will be possible to poll them by central computer each evening, so that a variety of bookkeeping and financial reports can be prepared for each store.

The system also will permit store owners to enter orders through the keyboard of the NCR 250. The orders will be recorded on cassettes and electronically transferred to American Hardware's headquarters for processing.

Van Camp, a distributor servicing such accounts as hardware stores, department stores, and mass merchandisers, becomes a subsidiary of Cotter. The name will not change.

Industry observers estimated that Van Camp's volume is roughly \$25 million.

The new subsidiary will continue to serve a select group of Van Camp dealers from the 370,000-square-foot Indianapolis warehouse.

BEGINNING ABOUT July 1, 1977, roughly 350 of Cotter's True Value hardware stores and V & S variety stores will be transferred to and served from the Van Camp facility. This has been made necessary by continued increases in business in Cotter's Chicago and Atlanta distribution centers, according to a Cotter executive.

Cotter, a member-owned hardware wholesaler, serves over 5,600 True Value and V & S stores from 10 distribution centers. Four of these 10 centers also serve about 500 V & S stores. The Van Camp warehouses becomes Cotter's 11th distribution center.

Cotter, the nation's largest member-owned hardware wholesaler, had sales of \$561 million last year. Company officials earlier projected that the 1976 volume will hit \$650 million.

Education Displays Set for Exposition

CHICAGO — Two new educational display centers will be featured at the second National Home Center/Home Improvement Congress & Exposition in New Orleans March 13-16.

A Retail Advertising Display Center and a Visual Sales and Training Center will join updated and expanded education centers that proved successful at the first show. They are Home Center of the Year Awards, do-it-yourself literature and do-it-yourself clinics and demonstrations.

The advertising display setup will

include samples of newspaper ads, tabloid sections, direct mail pieces, catalogs, flyers and other printed material from home centers of all size across the country, as well as radio scripts and television commercials.

The visual sales center will have continuous showings of 25 how-to, sales training, and product selling motion picture films in color. Twenty of the films were created by manufacturers to illustrate the wide range of do-it-yourself products available; five are generic.

Penney to Cut Back on Some Items

NEW YORK — J.C. Penney is planning to eliminate some hardware and equipment designed primarily for professional use.

Donald V. Seibert, chairman of the board, told a meeting of the New York Society of Security Analysts, that in electrical supplies "this would include such items as heavy duty electrical cable and high capacity switch boxes, but would not include most wiring and electrical equipment intended for use around the home by the average home do-it-yourselfer."

"The same rationale will be applied to

assortments where professional goods are represented," he said.

Seibert said the company does not yet fully know the extent to which these various changes eventually may influence Penney's hard line offerings. "Overall, they will not be radical, however. We do not intend to make wholesale, abrupt cuts in these categories. Rather, we are carefully and critically evaluating each item in each of our lines on the basis of its potential worth in sales and profits, and its fit with what we see as our role in fashion-oriented regional shopping centers. Both of these criteria are important," he added.

briefs

Fairies at Bottom Of Lawn-Boy Garden

LINCOLN, Neb. — Lawn-Boy is offering retailers "Lawn Fairy" T-shirts to give away to customers.

Available upon request from distributors of Lawn-Boy power equipment, the shirts are inscribed "I'm a Lawn-Boy" on the front and "I Believe in the Lawn Fairy" on the back in pop art style. The Lawn Fairy character was introduced last season by the Outboard Marine Corp. division in its award-winning national radio advertising campaign. Shirts can be ordered by the carton. Each carton contains a dozen assorted sizes.

American Tack Plates Sing Looney Tunes

MONSEY, N.Y. — American Tack & Hardware Co. has been licensed to produce Warner Bros. Looney Tunes characters on light switch plates.

As result, the firm is now introducing a full-color, laminated line of switch plates featuring Bugs Bunny and his friends. Suggested retail price for the plates is \$1.39 each.

Barrington Hardware Going Out of Business

BARRINGTON, R.I. (FNS) — Barrington Hardware, located here for several years, is going out of business.

Final sales of all housewares, Christmas decorations, hand and power tools, electrical equipment, garden tools, and plumbing and automotive supplies are going on.

Rockwell Offering 12 Merchandisers

MEMPHIS — The Power Tool division of Rockwell International Corp. here is offering 12 modular accessory merchandisers for its fastest-moving accessories.

The compact units are "planogrammed" by line item to provide retailers with efficient point-of-purchase merchandisers that make it easy to reorder and restock.

The fixtures in the new line are designed to display high-speed drill bits and sets, masonry drill bits and sets, countersinks, screwdrivers, screwdriver bits, polisher, sanding and grinding items, pads and discs, rasps and files and saw blades. Separate table saw accessory center merchandisers are also available.

personnel

THE TORO CO. (Minneapolis)

John King has been named to the new post of key accounts manager for the outdoor power equipment producer.

He will be in charge of the sales program for the firm's new line of Home Pro by Toro line of rotaries developed for volume merchandisers, as well as private label accounts such as Penney's, International Harvester, Sears and Gimbels.

Succeeding him as district sales manager, distributor sales in Minnesota, Wisconsin, Illinois, Iowa, Nebraska and the Dakotas is Paul R. Gustafson, a sales representative for Toro Distributing-Chicago.

Sales Climb In September And 9 Month

INDIANAPOLIS (FNS) — Citing a surge in basic hardware and home repair lines volume, hardware/home center operation reporting to the National Retail Hardware Assn. here had average sales gains of 14.29 per cent for September and 11.85 per cent for the first nine months of the year.

Best-selling items for the month were paint, garden hose and sprinklers, canning and freezing supplies, fertilizer and string trimmers.

Best new items were smoke detectors, hamburger cookers, steam rug cleaners, massage showers and mildew remover.

September and nine-month sales by region compared to the same periods last year (nine-month results in parentheses):

New England, 4.71 per cent (9.1 per cent); Middle Atlantic, 4.9 (9.23); South Atlantic, 6.38 (9.7); East North Central, 14.53 (7.5); East South Central, 16.67 (14.9); West North Central, 5.75 (12.2); West South Central, 16.79 (17.4); Mountain, 6.06 (23.19); Pacific, 25.98 (17.01).

DISSTON, INC. (Pittsburgh)

Peter J. Stewart has joined Disston, Inc., as corporate vice president in charge of all consumer products marketing for the workshop and garden tool producer. It is a new post.

Stewart comes to Disston from K&E Industries, an air tool manufacturer in Chicago, where he had been vice president, marketing.

The smoke alarm that's number one in sales and number one in advertising should be number one on your shelf.

There's almost no end to the advertising for the Home Sentry smoke alarm from GE. In the next few weeks, you and your customers will see our commercials on the following television programs: November 23 on the CBS Evening News; November 25 on both the CBS Evening

News and NBC's Best Sellers; November 28 on CBS's Sixty Minutes; November 30 on the ABC News; December 1 and 3 on ABC News; December 8 on the CBS Evening News; December 10 on NBC Nightly News; and December 11 on NBC's Disney Movie. Look for GE smoke alarm ads in Newsweek,

Time, U.S. News and TV Guide, too. The campaign goes on and on! Be sure the Home Sentry smoke alarm from GE stays number one on your shelf.

GENERAL  ELECTRIC

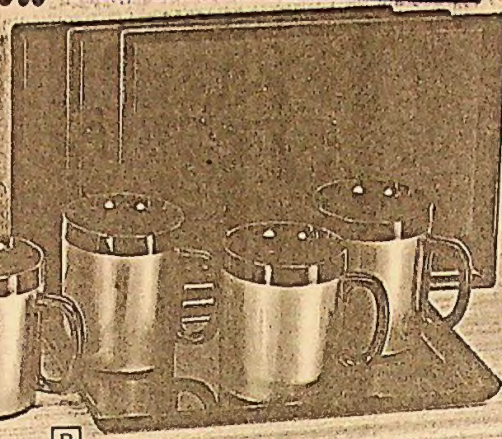
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Thermo-Serv

BEST PRODUCTS

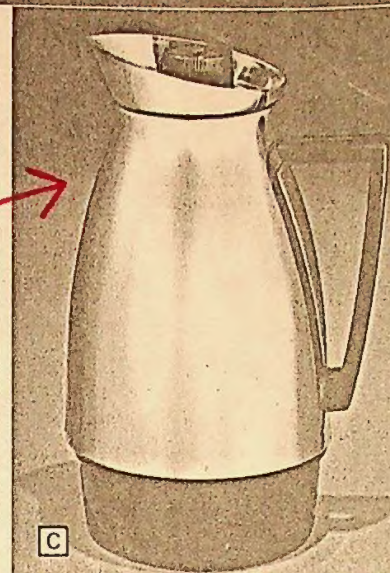


A



B

"Gold and Black" Insulated Ware with double wall insulation and vacuum seal. Lustrous metallic gold with black trim. Top rack dishwasher safe.



C

1976 CATALOG

NO. 119

THERMALENE®
VUE-SERVERS

PAGE 179



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N

Add ice to inner lining . . . serve crispy cool.
Add hot water . . . serve piping hot.
Created for serving all food with full visibility.

Insulated Serving Pieces for Every Occasion

(A) Thermo-Serv 4-Quart Ice Bucket. Big gallon capacity holds 4 full trays of cubes, stays icy cold for hours. Cleans with a damp cloth. Metallic gold and black. 4 lbs.

186759NF862 \$13.95

(B) Thermo-Serv 8-Piece Mug and Tray Set. Four 10-ounce gold and black insulated mugs plus four solid black 8x11" serving trays. 4 lbs.

186651NF747 \$11.95

(C) Hot and Cold Chrome Pitcher. Gleaming chrome pitcher keeps contents hot or cold, wipes clean in a jiffy. 36-ounce capacity. 3 lbs.

190047GUC667 \$10.00†

(D) Thermo-Serv 44-Ounce Pitcher. Double wall construction and vacuum seal keep beverages at the perfect serving temperature for hours. Metallic gold and black. 3 lbs.

186430NF793 \$12.95

(E) Thermo-Serv 55-Ounce Pitcher. Giant capacity makes it ideal for large gatherings. Double wall insulation keeps its contents hot or cold for hours. Gold and black. 2 lbs.

186449NF697 \$10.95

(F) Thermo-Serv 10-Ounce Mugs. For a man-size cup of coffee or a super-kid-size hot chocolate. Set of four insulated mugs in gold and black. Top rack dishwasher-safe and virtually shock proof. 2 lbs.

927872NF383 \$6.50

(G) Thermo-Serv 7-Ounce Cups. Double wall construction keeps hot drinks hot longer, cold drinks icy cold. Set of four insulated cups in gold and black for long-lasting beauty and usefulness. 2 lbs.

927880NF383 \$6.50

(H) Thermo-Serv 12-Ounce Tumblers. Set of four insulated tumblers with double wall construction. Ideal for serving cold beverages . . . condensation will not form on the outside. Gold and black. 2 lbs.

927899NF383 \$6.50

(J) Thermo-Serv 32-Ounce Pitcher. Insulated server keeps coffee steaming hot and iced beverages frosty cold. Top rack dishwasher safe and virtually shock proof. Gold and black. 2 lbs.

186422NF737 \$11.95

(K) 4-Quart Double Server. Keeps cocktail food refreshingly cold, entrees piping hot. Lets the hostess enjoy her own party. 10" wide, 23" long, 8" high with graceful matching domes. 6 lbs.

186317THE997 \$15.00

(L) 2-Quart Double Server. Potato salad and cole slaw keep their cool—or, switch to hot foods. Good looking and practical. 10" wide, 14" long, 6" high. 3 lbs.

186309THE693 \$11.00

(M) Round Cake Server. Cover has handy-grip handle. Perfect for keeping baked foods fresh and attractive. Makes a great gift. 12" diameter, 8" high. 2 lbs.

186333THE667 \$10.00

(N) 2-Quart Round Server. Versatile server keeps melon balls, salad, etc. cold for hours; or change the pace with hot gourmet foods. Smoke with white liner. 10" diameter, 8" high. 3 lbs.

186384THE577 \$9.00

†Please see front of catalog for an explanation of list - reference prices.

GIFT & TABLEWARE REPORTER APRIL, 1975 P.3 German buying mood tends to 'tried and true'

By Janie Durand

1ST ISSUE



W. GOEBEL. Janet Robson's Flight into Egypt on handpainted china plate.



BING & GRONDAHL. Tema is ceramic oven/tableware in offwhite, brown.

FRANKFURT—Quality items, that were reasonably priced, got buyer interest and saved the show for exhibitors at the spring classic here.

The show opened under a cloud of pessimism, which had considerably brightened at the end of the event, as international buyers showed an inclination to order—but after careful consideration, and for quality.

There was a tendency among merchants to pick items guaranteed to perk up store offerings. Provincial styling and nostalgia were prominent among gift and tableware lines; there was also an emphasis on reproductions of age old shapes, styles and patterns.

A noteworthy trend: The volume of orders placed for dinnerware indicated an increase in consumer business is anticipated.

According to a survey made by management at the Frankfurt Fair,



WMF. Glass canisters for what-have-you now appear as coffeepots.

47% of the German exhibitors were satisfied with orders placed by foreign buyers; 83% of non-German exhibitors had a similar experience.



VILLEROY & BOCH. Haarlem blends Dutch/Chinese motifs for gift line.

Catalog sales take 25% spurt

COLORADO SPRINGS, Colo.—Sales were up 25% during last year for Ardell's Gift Gallery here which operates as a catalog showroom offering, among other lines, the area's largest assortment of jewelry.

According to store president Darryl Klute, the switch last year to a computer inventory control system has greatly facilitated stock taking and reorder. Punch tags for the increasing number of items offered by Ardell's are split in half at the point of sale, with half the tag going to an inventory control center.

Customers at the outlet make their selection from a 450 page catalog or from display shelves. Delivery to the store's checkout station is from an adjacent 8,000 sq. ft. warehouse. Ardell

PARTICIPATING SHOWROOMS

WILLIAM ADAMS INC.
208 5th Avenue

AMERICAN CUT CRYSTAL
CORP.
225 5th Avenue [Rm. 849]

ARGENTUM LTD.
224 5th Avenue

ARNART IMPORTS, INC.
212 5th Avenue

ASAHI TRADING

IMPORT ASSOCIATES,
DIVISION OF IMTRAC INC.
212 5th Avenue

INTERNATIONAL CHINA
CO., INC.
41 Madison Avenue

D. KING IRWIN CO., INC.
225 5th Avenue [Rm. 728]

JAVIT BADASH, INC.
225 5th Avenue

NORITAKE CO., INC.
41 Madison Avenue

PEKING IMPORTS
& MFRS., INC.
1115 Broadway

PENTLAND SALES
REPRESENTATIVES, INC.
225 5th Avenue

PITMAN DREITZER
225 5th Avenue

27/8
13

D7/318

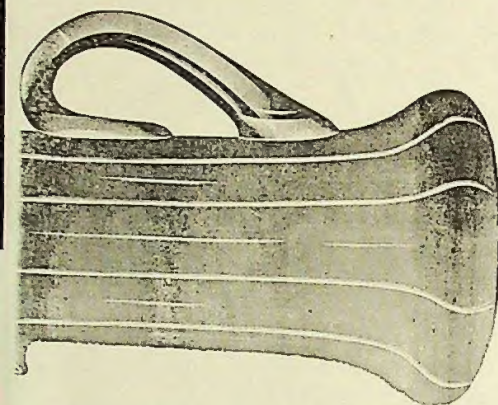
LEAD GLASS BLOWN JUGS. Illustrations Half Size.



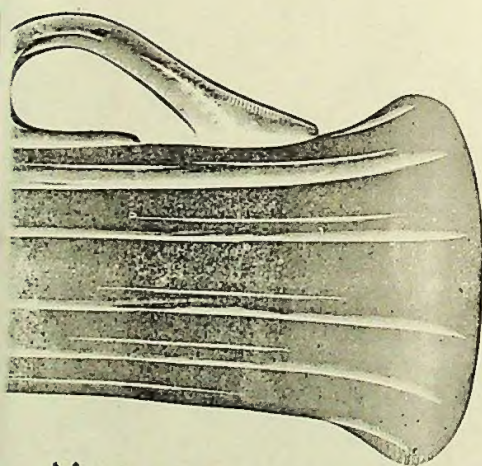
No. 6—4, Optic, 30 oz.



No. 7—6, 50 oz.



No. 6—5, Optic, 38 oz.



No. 6—7, Optic, 60 oz.



No. 11—7, 60 oz.

MONOGAH GLASS CO. CATALOG P. 305 4/1920